



Health Behavior Change Through Coaching: a Multi-Modal Approach

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THE UNIVERSITY OF IOWA
liveWELL

Overview-University of Iowa

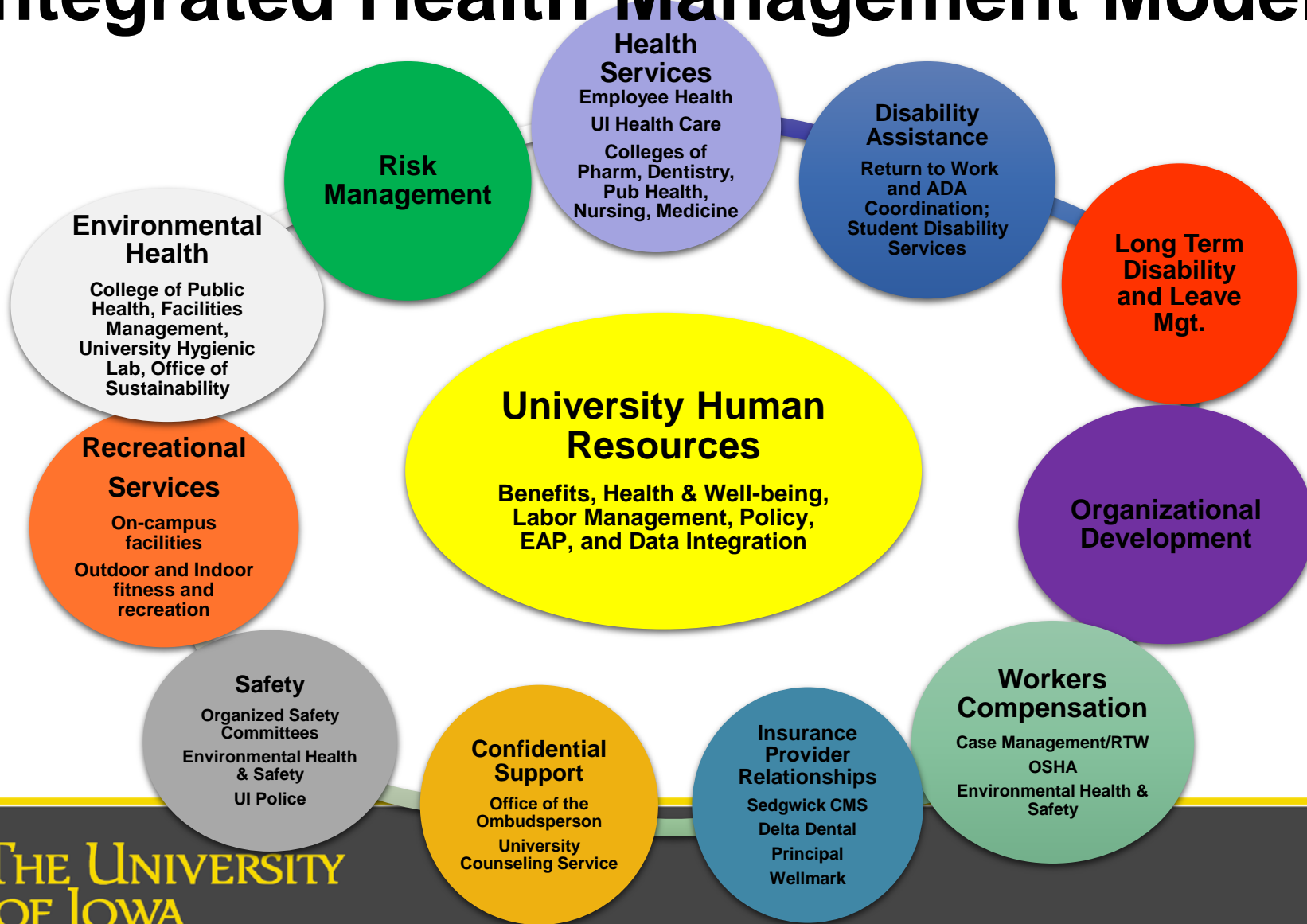
Academics

- 24,476 Undergraduates
- 7,535 graduate and professional students
- 11 Colleges
- 200+ majors, minors and certificate programs
- 5,000+ courses offered yearly

Worksite

- Public University
- Self-funded
- 18,000 benefits-eligible faculty/staff
- 1,700 acre main campus
- 298 buildings
- Health Care System

Integrated Health Management Model





Our Story: Value of Investment

Better Health

- 10-year population health improvements

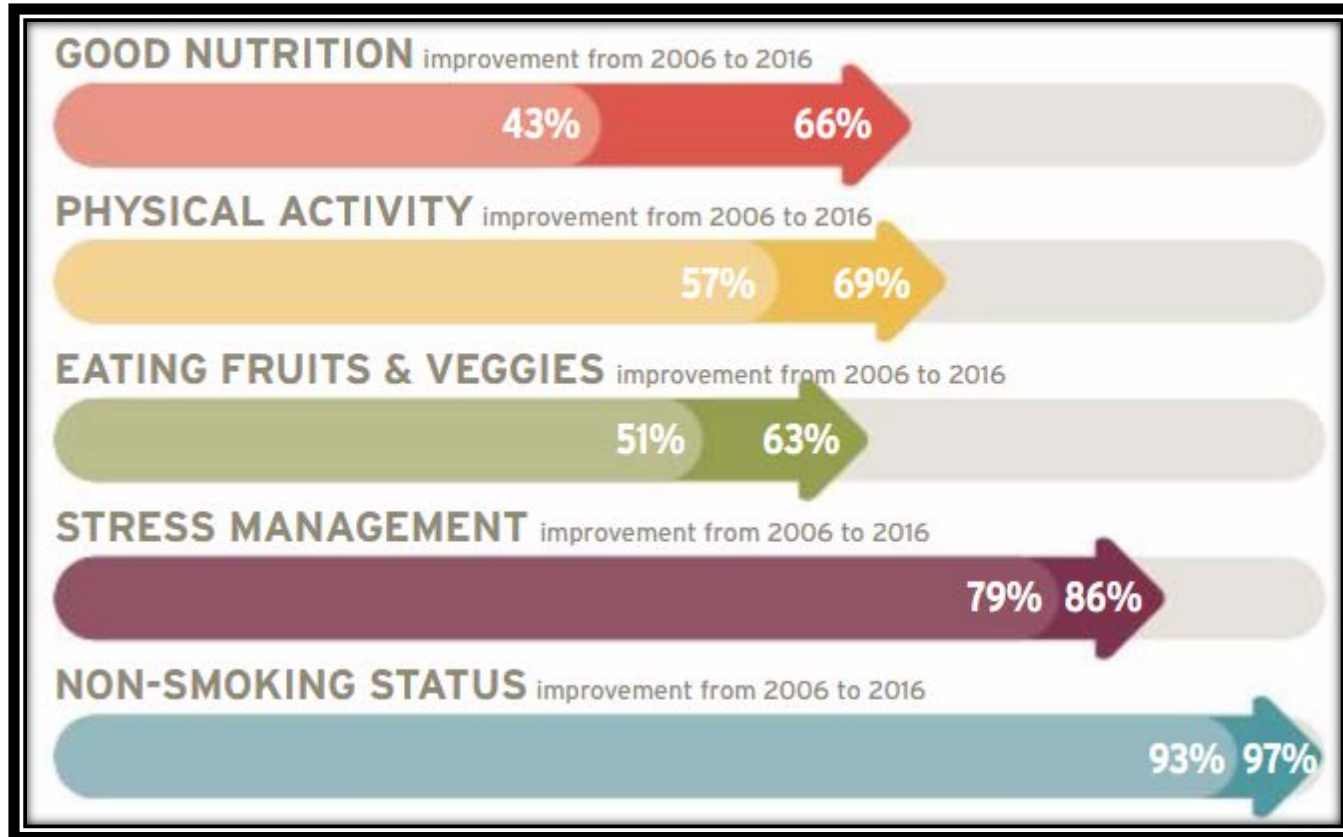
Improved Performance

- Less sick leave and higher work satisfaction for employees with healthy habits

Value to the University of Iowa

- Value-on-investment approach to program evaluation including Return-on-Investment

10-Year Health Improvement



Types of Programs Offered

Health & Well-being

- PHA
- Healthy Living Center
- liveWELL Points & Store
- Challenges
- Internal EAP
- Health Coaching
- Weight Watchers
- Mindfulness-Based Stress reduction

Work/Life

- Flex Work Arrangements
- Child Care resources
- Elder Care services

Recreational Services

- 4 Fitness locations
- Personal Training
- 70+ group fitness classes weekly

Health Coaching Administration

- Internal Staff
- HIPAA compliant
- Electronic forms, records, satisfaction surveys
- Engagement Plan
 - Outbound recruitment to moderate/high risk individuals
 - Success Stories
 - Mailers
 - Health Coach *Tips* at website
 - Social media

Qualities of a Health Coach

Competencies

- Degree(s) in health/wellness
- Certified through credible organization as a health coach
- Ability to “listen between the lines”
- Own actions in alignment with inspiring and motivating others

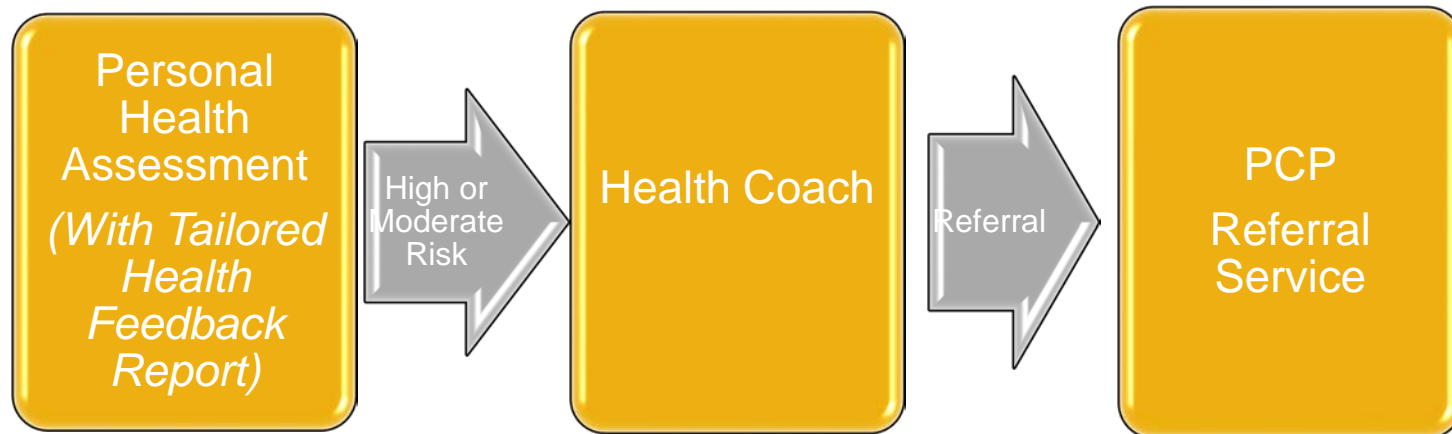
Intrinsic Qualities

- Passionate about empowering others
- Desire to learn
- Courageous
- Value relationships
- Sensitive



Health Coach Process

1. Personal Health Assessment (PHA) – 20 minute online questionnaire
2. Individual Report – Tailored feedback for personal health plan development
3. Health Coach
4. Appropriate Referral



Health Coaching: Multi-Modal Approaches

*The right service
for the right person
at the right time.*



Health Coach Structure

- Coaching / Information-providing blend
- Up to 5 sessions
- Allow flexibility based upon risk and readiness
- Multiple Locations
- Extended Hours



On-site Group Coaching

- Tailored to local norms and culture
- Enlist existing support system
- Accessibility
- Leadership support
- Conversations may be sensitive



On-Site Office Hours

- One-on-one interaction at local workspace
- Accessibility for unique workgroups
- Coaching efficiency maximized
- Workplace norms highlighted
- Follow-up identified by client and coach



Population Specific

- Increase participation among unique groups
- Blending of many workgroups for idea sharing of relevant content
- ***Marketing matters!***
Rethink images and words

THE UNIVERSITY OF IOWA
liveWELL™

Men's Health Team

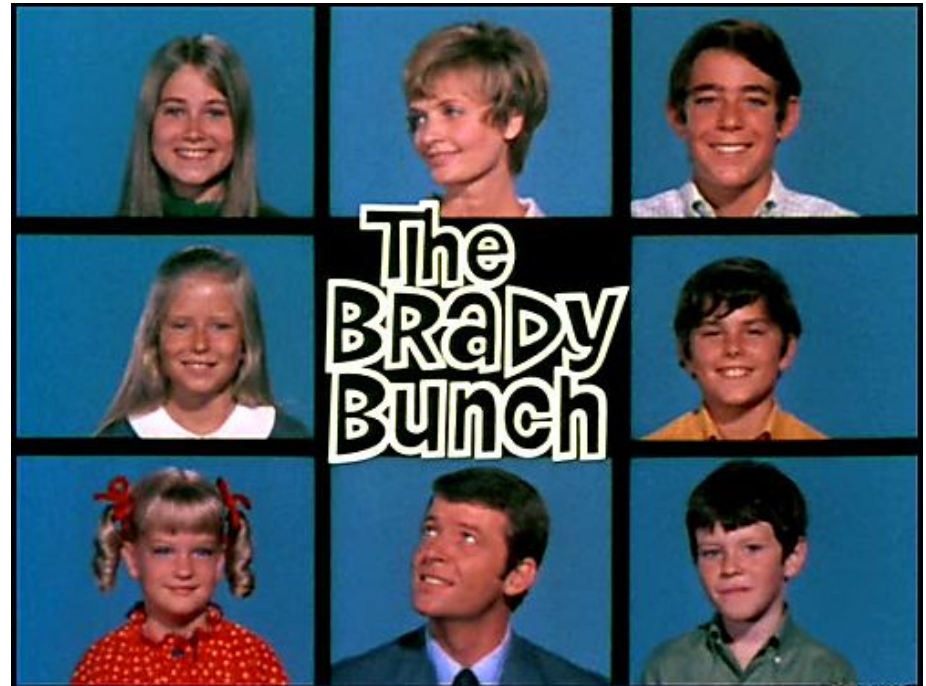


Be part of a **team** of men who are making changes to improve their health. With a Health Coach, get tips, techniques, and talk strategy on ways to make realistic changes.

This is a FREE group designed specifically for men who are interested in living a healthy lifestyle.

Web Based Coaching

- Group Coaching via Group Chats
- Text platform for behavior change



Topic Specific Group Coaching

- Offers a blend of health education with behavior change
- Content is instructor lead with coaching questions that allow participants to explore goals

Physical Activity
and
Performance
Planning

Anti-
Inflammatory
Eating for
Optimal Health

Resilience 101

Healthy Weight

Unwrapping the
Science
of Sugar

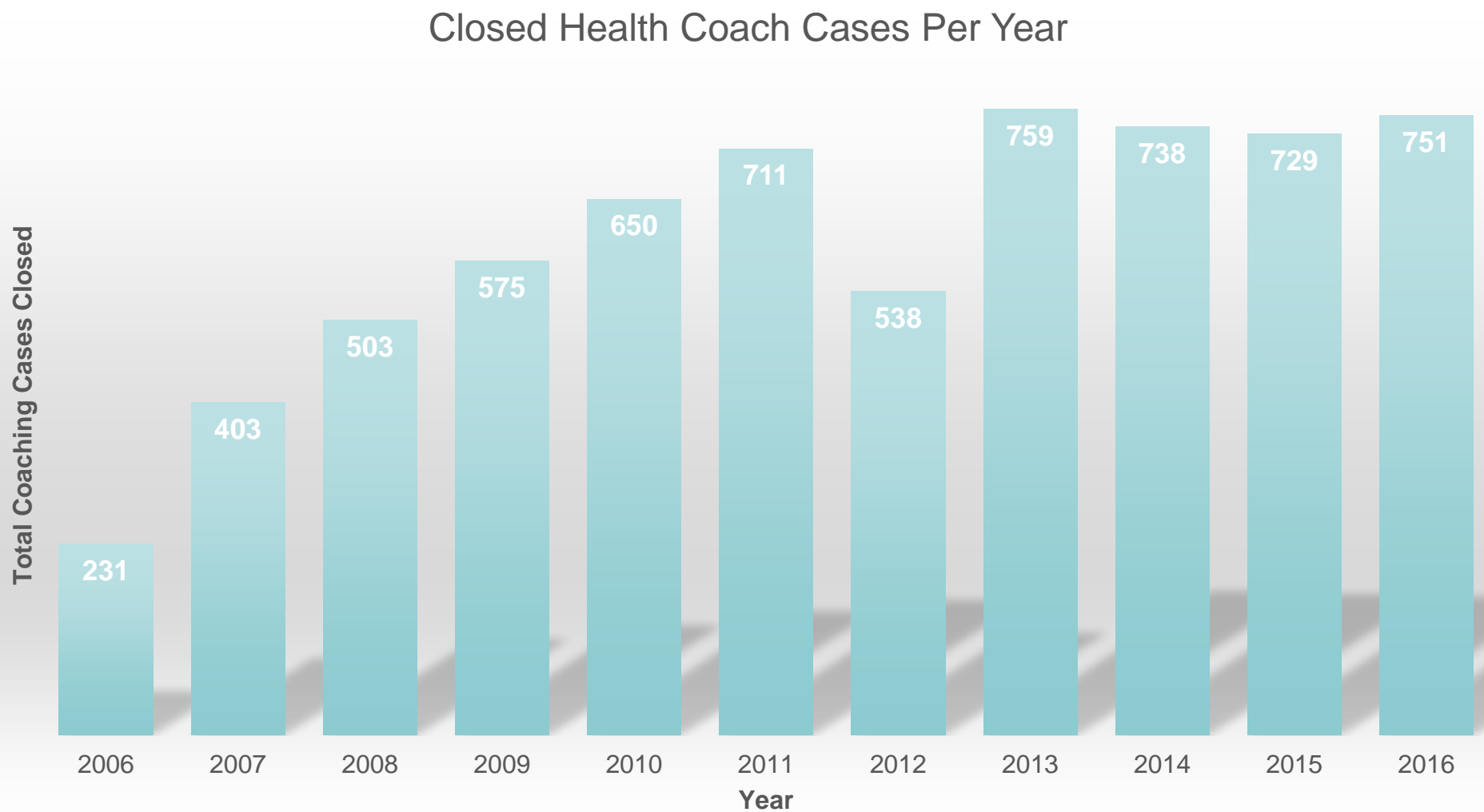
Booster Coaching

- NEW! 2016
- Laser-focused coaching sessions
- Compacted content appeals to high performers/previous clients
- Client knowledge and experience blended with coach expertise

Outcomes

- Are *more successful at weight loss*
- *Stick with exercise habits* longer
- Exhibit *less negative health behaviors* and more positive health behaviors

Health Coach Service: 6,375 served since 2006



Satisfaction

Health Coach Service

- 98% report service as good or excellent
- 95% report service improved their well-being
- 95% report improvement in satisfaction with working at UI

Referral Programs

- High Satisfaction across all programs

On Mindfulness-Based Stress Reduction Program [email to health coach 2/12/16]: *“It has changed my life.....seriously! I am SO THANKFUL for this opportunity. I was approaching certain things in my life differently after the first week and certainly after 4 weeks in I am making more changes. I have told my friends that this is the first type of self-care I have had in 15 years. I am so glad that I was mentally ready to take it on and that is what I would recommend for others.”*

Success and Satisfaction

DEONE'S STORY

Deone Pedersen, Tippie College of Business, has participated in **liveWELL** since 2008. While working individually with Health Coach Erin Litton, she had a breakthrough.

"On a hike I was challenged to walk on terrain that was more difficult than anything I had done before, but I found that I could do it and I liked it! I worked with Erin to find an activity tracker, and we put a walking plan in place that includes walking to and from work. The walking plan and accountability of my health coach has improved my health, happiness, and ability to travel, which is something I am passionate about."

Deone Pedersen Tippie College of Business



'Eating more vegetables helped me lower my blood pressure'

UI staff member teams up with health coach to map out successful dietary strategy



Net Promoter Score

Net Promoter Score®, or NPS®, measures customer experience and predicts business growth.

- 60 Net Promoter Score (NPS)
 - 68% Promoters
 - 23% Passives
 - 8% Detractors

Conclusions:

A multi-modal approach...



Ensures accessibility to all staff



Highlights different aspects of behavior change attracts unique users



Increases visibility and outreach

Thank You

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